

Innovating affordable, sustainable food solutions

Revolutionizing how we grow
food — one *Genie Tree* at a
time!

Presented by:

Jay Jones

Founder of Tech Genie



Founder's Story

- Founder is a Sustainable Tech Scientist with a passion for CHANGE!
- Our Mission is to provide access to basic necessities for all, especially vulnerable communities, by developing and providing affordable sustainable tech.
- Mission rooted in the strength and ingenuity of communities like the founder's — *Black and Puerto Rican*
- Inspired by the belief that tech *can empower* community resilience and equity
- Operated by Jay and Shilo — Flagstaff Native *Diné Woman* Mechanical Engineer



About Tech Genie

- Flagstaff-based sustainable tech company
- Creator of the Genie Tree: an affordable, automated aeroponics tower
- Black and Hispanic owned
- Mission: Empower communities through climate-smart tech



Meet the Genie

- **Vertical aeroponics tower for indoor/outdoor year-round growing**
- **Uses 90–98% less water than traditional farming**
- **Grows plants 30–50% faster with no soil, no runoff**
- **Affordable, User-Friendly System, Accessible**



Flagstaff's Sustainability Vision

- Carbon Neutrality by 2030
- Climate Action Goals:
 - Slash emissions from energy, food & transport
 - Improve community resilience
 - Conserve water and reduce waste
 - Prioritize equitable access to climate solutions



**UNITING
THE WORLD
TO TACKLE
CLIMATE
CHANGE.**



Water Conservation

- Genie Tree uses 2–5% of water vs. soil gardens
- Closed-loop recirculating system: no waste, no runoff
- Aligns with Flagstaff's emphasis on water-smart policies(Flagstaff policy E&C.4.2)
- Incorporating technology that sources water independently, supporting Flagstaff's water security



Local Food, Local Impact



In-home model:

- Supports Flagstaff's goal to localize food systems and reduce vehicle miles traveled (VMT)
- One Genie Tree can grow dozens of organic vegetables, reducing trips to grocery stores and food-related emissions
- Supports urban resilience by enabling year-round growing in households regardless of climate or space

Automated Greenhouse:

- Towers grow about 1000 individual plants per 12x8 greenhouse
- Enables *dense food production* in any neighborhood
- Shortens supply chains, cuts food emissions
- Can be used for community gardens, schools, and public and commercial spaces

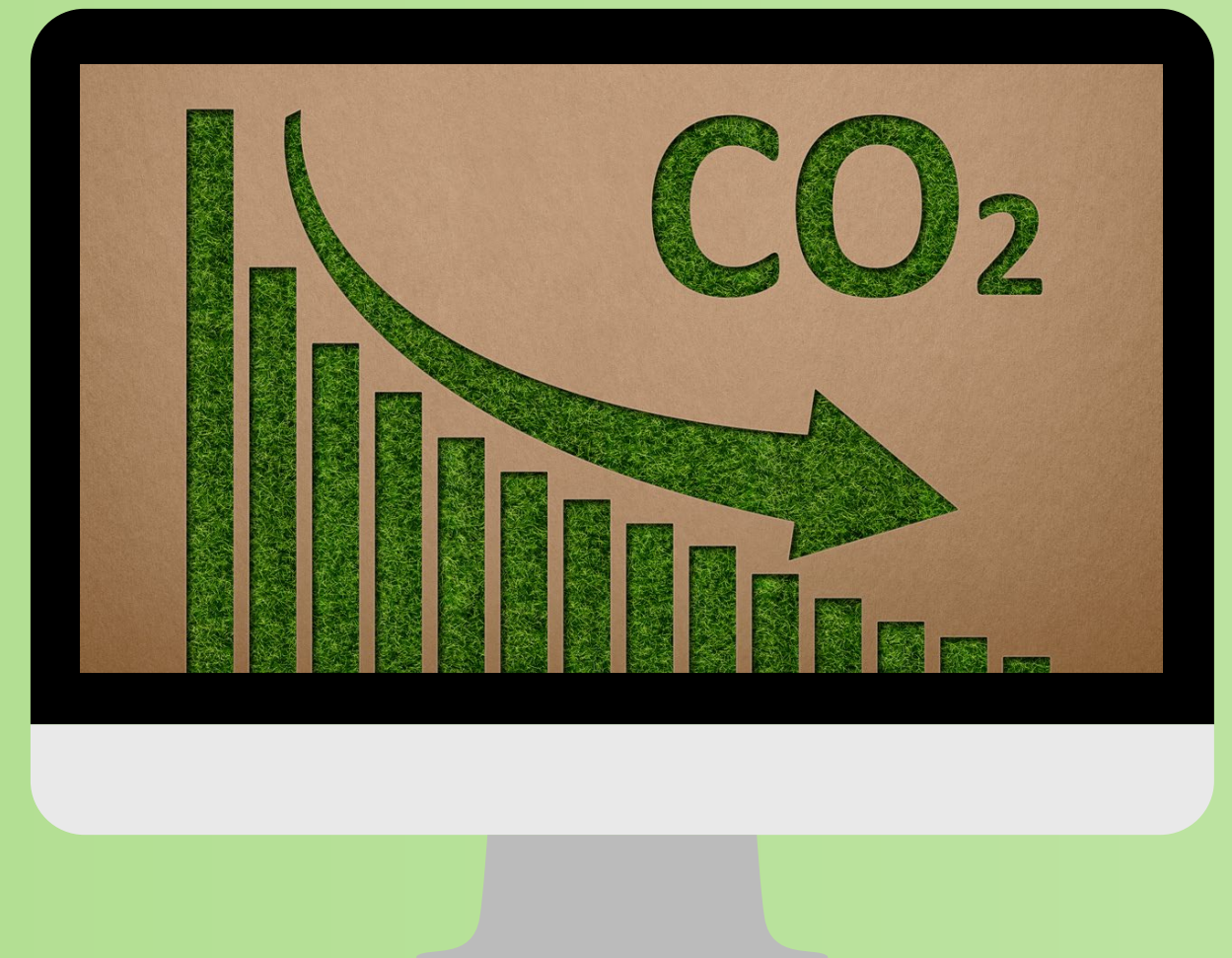
Waste Reduction & Nutrient Efficiency

- Zero soil, zero chemical runoff
- Recycles 100% of nutrients
- Tech Genie is developing a thermal compost-to-nutrient system - business strategy incentivizes zero in home food waste
- Aligns with Flagstaff's waste reduction and carbon neutrality goals and supports compost and waste-diversion goals



Emissions Reduction

- Every tower reduces emissions by:
 - *Eliminating constant long-distance food transport!*
 - Avoiding fossil fuel machinery in food production
- Towers function on *low power* and can integrate solar setups



Equity & Resilience



- Affordable design for community-wide access - 50% market cost
- Supports food security in underserved neighborhoods
- Installs easily at schools, housing units, or community gardens
- Directly contributes to equitable climate adaptation

Measurable Outcomes

- 90–98% water savings per unit
- 30-50%+ faster yield vs. traditional methods
- *Exponentially higher yield* for horizontal space vs traditional methods
- Harvest approximately 1000 plants at once per *compact* greenhouse
- Exponential reduction in emissions per lb of produce



**Tech
Genie**

Community Support



**Partnerships with
Nonprofits: Southside
Community Garden**



Liberation Earth



**Government &
Educational Backing**



Investor Interest

Go-To-Market Strategy



**Social Media
Influencers**



**Nonprofits & Community
Programs**



**Farmers, CSAs & Local
Food Networks**



**Employee Housing &
Local Governments**

CONCLUSION

- The Genie Tree is a scalable, affordable, and automated food security solution
- *Reduces water usage, repurposes local waste, cuts carbon emissions and provides an equitable form of climate action directly!*
- Backed by community support and innovative marketing strategies
- Supports Flagstaff's Carbon Neutrality Plan
 - Slash emissions from energy, food & transport
 - Improve community resilience
 - Conserve water and reduce waste
 - Prioritize equitable access to climate solutions



Gratitude for your time and attention!

- *Let's grow Flagstaff's sustainable future together!*
- Jay Jones | Founder and Sustainable Tech Scientist

 @_TechGenie

JJones@LiberationEarth.org

